



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

# Contract # 324629

**Schedule Dates** 10/01/12-10/07/12  
**Advertiser** Pol/Critz W/D/Con/PA (12930)  
**Agency** Luc, Inc. (2895)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/M CRITZ/D/CON/PA (131741)  
**Salesperson** Telerep/Atlanta, Atlanta (1044)  
**Sales Office** Telerep/Atlanta  
**Buyer Name** MILLS,AMY  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** 2430  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/30/12  
**Last Modified** 09/27/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06256078  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,929.25  
**Net Total** \$22,265.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
**Spots**  
Oct. 2012 36 \$26,195.00  
**Grand Total:** 36 \$26,195.00

24

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/02/12-10/04/12	5	:30	5:59A- Channel 11 News 6am			1		1							Pittsburgh (WPXI)	NEWS 6-7A/1	7/30/12
1.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.0	Revised Line / Spot	10/01/12-10/05/12	5	:30	7A- 8A (EST)		1				1						Pittsburgh (WPXI)	TODAY 7-8A/2	7/30/12
2.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$620.00	\$1,240.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
3.0	Revised Line / Spot	10/03/12-10/03/12	5	:30	8A- 9A (EST)				1								Pittsburgh (WPXI)	TODAY 8-9A/3	7/30/12
3.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8-9A/3	9/21/12
4.0	Revised Line / Spot	10/02/12-10/04/12	5	:30	9A- Today Show 9a			1		1							Pittsburgh (WPXI)	TODAY 9-10A/4	7/30/12
4.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9-10A/4	9/21/12
5.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A- 10:30A (EST)							1		1	\$370.00	\$370.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/5	7/30/12
6.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	SUN NEWS 530-8A/6	7/30/12
7.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/7	7/30/12
8.0	Revised Line / Spot	10/03/12-10/05/12	5	:30	10A- Ellen			1		1							Pittsburgh (WPXI)	ELLEN/8	7/30/12
8.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	10A- Ellen	2	X	X	X	X	X			2	\$345.00	\$690.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Pittsburgh (WPXI)**  
**By Broadcast Month**  

Spots	Rate
Oct. 2012	\$26,195.00
<b>Grand Total:</b>	<b>\$26,195.00</b>

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9.0	Revised Line / Spot	10/02/12-10/04/12	5	:30	11:59A- Channel 11 News At Noon												Pittsburgh (WPXI)	NOON NEWS/9	7/30/12
9.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
10.0	Revised Line / Spot	10/02/12-10/04/12	5	:30	4P- Judge Judy 4p			1									Pittsburgh (WPXI)	JUDY 4P/10	7/30/12
10.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDY 4P/10	9/21/12
11.0	Revised Line / Spot	10/01/12-10/03/12	5	:30	4:29P- Judge Judy 430p			1									Pittsburgh (WPXI)	JUDGE JUDY 430P/11	7/30/12
11.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	4:29P- Judge Judy 430p	2	X	X	X	X	X			2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDGE JUDY 430P/11	9/21/12
12.0	Revised Line / Spot	10/01/12-10/05/12	5	:30	5P- 5:30P (EST)			1									Pittsburgh (WPXI)	NEWS 5-530P/12	7/30/12
12.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/21/12
13.0	Revised Line / Spot	10/02/12-10/04/12	5	:30	5:30P- 6P (EST)			1									Pittsburgh (WPXI)	NEWS 530-6P/13	7/30/12
13.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	5:30P- 6P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/21/12
14.0	Revised Line / Spot	10/01/12-10/03/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1									Pittsburgh (WPXI)	NEWS 6-630P/14	7/30/12
14.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2	X	X	X	X	X			2	\$995.00	\$1,990.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/21/12

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15.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	6P- CHANNEL 11 NEWS								1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	7/30/12
16.0	Revised Line / Spot	10/02/12-10/05/12	5	:30	6:59P- Jeopardy			1					1	2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	JEOP 7-730P/16	7/30/12
16.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	6:59P- Jeopardy	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	JEOP 7-730P/16	9/21/12
17.0	Revised Line / Spot	10/01/12-10/03/12	5	:30	7:30P- WHEEL OF FORTUNE			1									Pittsburgh (WPXI)	WHEEL 730P/17	7/30/12
17.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730P/17	9/21/12
18.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	7P- Jerome Bets 7-730P							1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTIS 7-730P/	7/30/12
19.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	7:30P- 8P (EST)							1			\$570.00		Pittsburgh (WPXI)	HOLD FOR JEOP 730-8P/	7/30/12
19.0.1	Closed Preempt	10/06/12															Pittsburgh (WPXI)	Program Change/Exception	
20.0	Revised Line / Spot	10/02/12-10/02/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P			1									Pittsburgh (WPXI)	LATE NEWS/20	7/30/12
20.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	X	X	X	X	X			1	\$1,995.00	\$1,995.00	Pittsburgh (WPXI)	LATE NEWS/20	9/21/12
21.0	Revised Line / Spot	10/01/12-10/05/12	5	:30	11:34P- TONIGHT SHOW							1					Pittsburgh (WPXI)	TONITE SHOW/21	7/30/12
21.1	Normal Line / Spot	10/01/12-10/05/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONITE SHOW/21	9/21/12

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22.0	W/G For 19.0.1 / Spot	10/06/12-10/06/12	5	:30	7P- Jerome Belts 7-730P							1		1	\$570.00	\$570.00	Pittsburgh (WPXI)	JEROME 7-730P/	9/20/12
23.0	Normal Line / Spot	10/01/12-10/05/12	5	:30	10A- Ellen	1	X	X	X	X	X			1	\$345.00	\$345.00	Pittsburgh (WPXI)	ELLEN/25	9/27/12
CONFIRMATION CONTRACT																			
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